

Message Text

UNCLASSIFIED

PAGE 01 LISBON 00356 290830Z

11

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 117972

R 290720Z JAN 74

FM AMEMBASSY LISBON

TO USDOC WASHDC

SECSTATE WASHDC 9036

INFO AMCONSUL OPORTO

UNCLAS LISBON 356

EO 11652: N/A

TAGS: BEXP, PO

SUBJ: RECREATION AND LEISURE-TIME EQUIPMENT CATALOG EXHIBIT
AT NAUTICAMPO, MARCH 8-17, 1974.

REF: LISBON 4062 OF NOV. 6, 1973; USDOC 19028 OF DEC. 8, 1973

1. THEME OF EMBASSY INITIATED CATALOG EXHIBIT OF RECREATION AND LEISURE-TIME EQUIPMENT AT U.S. BUSINESS INFORMATION CENTER AT NAUTICAMPO EXPOSITION HAS BEEN EXPANDED TO INCLUDE VISIT USA PROMOTION EFFORT. FULL COLLABORATION OF USIS LISBON HAS BEEN ARRANGED. USIS GRAPHICS SPECIALIST IS SUPERVISING DESIGN AND LAYOUT OF CENTER AND USIS IS ATTEMPTING TO ARRANGE VTR HOOK UP AT CENTER TO PROMOTE US TRAVEL AND OUTDOOR RECREATIONAL ACTIVITIES. USIS ALSO WILL ASSIST COMMERCIAL SECTION WITH DESIGN OF COVER FOR MASTER CATALOG OF PARTICIPATING FIRMS AND WITH PRINTING AS NEEDED. IN ADDITION, LOCAL PANAM AND TWA BRANCHES HAVE PROMISED TO SUPPORT CENTER WITH PROMOTIONAL MATERIAL, SUPPLEMENTAL FUNDING AS NECESSARY TO EXPAND VISIT USA THEME AND POSSIBLY PROVIDE FULL-TIME ATTENDANT AT BOOTH TO SUPPLY INFORMATION ON FLIGHTS AND U.S. DOMESTIC AIR FARES.

2. COMMERCE ACTION REQUESTED: TO ENHANCE OUR PROMOTION OF AMERICAN RECREATION AND LEISURE-TIME EQUIPMENT, WE WOULD APPRECIATE ANY ASSISTANCE YOU CAN OFFER IN PROVIDING US WITH HALF INCH VTR TAPES ON OUTDOOR ACTIVITIES OR WITH UNCLASSIFIED

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POSTERS AND OTHER PROMOTIONAL MATERIALS ON AMERICAN

RECREATIONAL AREAS, NATIONAL PARKS OR SPORTS. USIS LISBON
HAS MADE SIMILAR REQUEST TO USIA VIA LISBON 0224.
SCOTT

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 29 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LISBON00356
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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